



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Marketing Management **ONLINE PROGRAM**

MARKET RESEARCH

August 11, 12, 16, & 18, 2021

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



CONTENT

About AGSB-CCE

Who Should Attend?

Objectives

Program Content

Program Director

Resource Person

Program Inclusions and Fees

ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

Young Professionals (Middle Managers) in marketing or sales and entrepreneurs who want to get a better understanding of how Market Research can help them get to know the market situation and opportunities, design the products (and test prior to launch) and get information that can help get sharper consumer insights that can result in better marketing of their brands.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Learn how the Marketing Process and the role of Market Research in planning the success of a Brand;
- ➔ Understand the importance of market research and the different types of research tools for spotting opportunities in the market, future-proofing brands, looking at how consumers have changed, investigating competitors and much more;
- ➔ Understand how research has changed in the digital age and how learners can use research without having a big budget;
- ➔ Learn how to write a Research Brief and present this to the class (with their team); and
- ➔ Learn how to use ethical methods of research to ensure the respondent's right to privacy and respect for sensitivity are protected as they share personal data so that the respondents fully understand and agree to the attendant risks they are exposed to.

MARKET RESEARCH

How does a global pandemic change people's lives, attitudes & habits and behavior? What does the New Normal really mean? All these questions need answers that will shape Brands and Marketing after the pandemic. Is there a tool that can give us an idea of the future? This is where Market Research comes in, it is at the very start of the Marketing Process.

In this course - you will learn different Market Research tools for collecting, investigating and interpreting information about a particular market a company operates in or a product/service the company offers for selling in that market. It also means making an analysis of all information in order to look for potential ways for the company to successfully operate in the market, sell the product/service, attract the target audience and gain competitive advantages.

Researching the market is an important activity providing you and your company with more business planning solutions that can help improve the company's performance, improve sales and increase revenue.

PROGRAM OUTLINE

- I. **MODULE 1:** Introduction to Market Research and its critical role in the Modern Marketing Process.
- II. **MODULE 2:** Types of research and research tools used in various phases of the Marketing process (w/ Case Studies)
- III. **MODULE 3:** Market Research in the Digital Age - and how you can do small scale research (w/ limited budget)
- IV. **MODULE 4:** Group Presentation of Research Brief

PROGRAM DIRECTOR



**MR. CLEMENTE B.
COLAYCO**

Ateneo Graduate School of Business-Center for Continuing Education (AGSB-CCE) Marketing Program Director, brings with him 23 years of experience as an international footwear marketer having worked with major Italian (Cebo Italia) and German (Far East Grohmann Footwear H.K.) shoe making and trading companies buying from Vietnam, Thailand and China exporting to Europe since 1987. He has managed product development, merchandising, production, and sales in all these business endeavors. He has a Regis MBA degree with honors from AGSB in 2000. He then taught International Marketing at AGSB from 2001 to 2003. He has a bachelor's degree in Business Economics from the University of the Philippines.

RESOURCE PERSON



**MS. ELEANOR S.
MODESTO**

Ms. Eleanor S. Modesto was a Digital Strategy Advisor of Nurun, the global digital network of Publicis Worldwide. She also conducts workshops on creativity, presentation skills, new business and marketing communications around the Asia Pacific Region. She is a regular resource person in market research, marketing communications, brand building, and consumer insight for conferences, summits, workshops, seminars and media interviews. Ms. Modesto was also a speaker and facilitator at the Asia Pacific Media Forum held every two years in Bali, Indonesia.

She was CEO of Lintas Jakarta for over 2 decades when the agency was the number one advertising agency in Indonesia. Before she was promoted to CEO, she was Executive Creative Director of Lintas Jakarta (now Mullen Jakarta). She was Creative Director of Lintas Manila (now Mullen Group Manila) and Associate Creative Director of Ace-Compton (now Saatchi & Saatchi). In her more than 4 decades in Advertising, she partnered with various research companies and knows the crucial role of this marketing tool in knowing the market situation, the competition and the consumer. She has been conducting this workshop for Ateneo CCE for five (5) years as part of MDP or as a Public course.

Ms. Modesto graduated cum laude from the University of the Philippines, with a degree in Visual Communication. She was the first Agora Awardee for Regional Marketing Communications by the Philippine Marketing Association and was given a Lifetime Achievement Award in 2019 by the Creative Guild of the Philippines.

MARKET RESEARCH

PROGRAM DETAILS

August 11, 12, 16, & 18, 2021
Monday, Wednesdays, & Thursday
5:00 pm - 8:30 pm
via **ZOOM**

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate until July 28*)
Php 11,000.00 (*Regular Rate*)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Course Completion

REGISTER NOW!

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SCAN CODE
TO REGISTER



Experience
EXCELLENCE